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**From:** Daniell, Kelsi [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=CD867173479344B3BDA202B3004FF830-DANIELL, KE]  
**Sent:** 4/6/2018 5:40:16 PM  
**To:** Greenwalt, Sarah [greenwalt.sarah@epa.gov]  
**Subject:** RE: on Using Facebook Live at Council Session

Sure thing. Thanks!

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**From:** Greenwalt, Sarah  
**Sent:** Friday, April 6, 2018 1:40 PM  
**To:** Daniell, Kelsi <daniell.kelsi@epa.gov>  
**Subject:** RE: on Using Facebook Live at Council Session

Maybe around 3pm?

**Sarah A. Greenwalt**

U.S. Environmental Protection Agency  
Work: 202-564-1722 | Cell: 202-816-1388  
[Greenwalt.Sarah@epa.gov](mailto:Greenwalt.Sarah@epa.gov)

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**From:** Daniell, Kelsi  
**Sent:** Friday, April 6, 2018 1:16 PM  
**To:** Greenwalt, Sarah <greenwalt.sarah@epa.gov>  
**Subject:** RE: on Using Facebook Live at Council Session

Hi there. Can I come by and chat about this today?

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**From:** Greenwalt, Sarah  
**Sent:** Thursday, April 5, 2018 4:41 PM  
**To:** Troche, Luis <Troche.Luis@epa.gov>; Daniell, Kelsi <daniell.kelsi@epa.gov>  
**Cc:** Nishida, Jane <Nishida.Jane@epa.gov>; Kasman, Mark <Kasman.Mark@epa.gov>; Dieu, Martin <Dieu.Martin@epa.gov>  
**Subject:** RE: on Using Facebook Live at Council Session

Kelsi –

Please weigh in here.

Thank you, Luis.

**Sarah A. Greenwalt**

U.S. Environmental Protection Agency  
Work: 202-564-1722 | Cell: 202-816-1388  
[Greenwalt.Sarah@epa.gov](mailto:Greenwalt.Sarah@epa.gov)

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**From:** Troche, Luis  
**Sent:** Thursday, April 5, 2018 3:55 PM

**To:** Greenwalt, Sarah <[greenwalt.sarah@epa.gov](mailto:greenwalt.sarah@epa.gov)>

**Cc:** Nishida, Jane <[Nishida.Jane@epa.gov](mailto:Nishida.Jane@epa.gov)>; Kasman, Mark <[Kasman.Mark@epa.gov](mailto:Kasman.Mark@epa.gov)>; Dieu, Martin <[Dieu.Martin@epa.gov](mailto:Dieu.Martin@epa.gov)>

**Subject:** on Using Facebook Live at Council Session

Hi Sarah,

As we discussed in our meeting, I asked the Secretariat to provide more detail on how FB Live would work and how we can moderate questions to stay focused on the Council Session Theme. Based on the Secretariat's Pro/Con summary below, it seems we would be able to do FB live and moderate all questions -- from the room and FB-- to stay on topic and reach a broad audience.

Please advise on AO's preference given the Secretariat's information on the platform /process and past experience.

Regards,

*Luis Troche*

Senior Advisor for North American Affairs

CEC General Standing Committee

Office of Regional and Bilateral Affairs

Office of International and Tribal Affairs

U.S. Environmental Protection Agency

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**From:** Megan Ainscow <[mainscow@cec.org](mailto:mainscow@cec.org)>

**Sent:** Thursday, April 5, 2018 12:29 PM

**To:** Troche, Luis

**Cc:** Nathalie Daoust; Marie-Claude Rouillard

**Subject:** RE: Updates on Council Session Since we last spoke-- so I'm including everyone

Hi Luis,

To respond to your request for an analysis of whether to use Facebook Live, we prepared the information below. I hope this is helpful.

Note that all questions that are passed forward to the ministers via the moderator will be screened first by the CEC's communications team and then the moderator themselves, so there is no opportunity for off-topic/inflammatory questions to be asked out loud in the room or via the broadcast. With this in mind, here is a list of pros and cons to consider:

**Pros:**

- Our statistics show that using Facebook Live results in a much wider audience for our livestreamed events – the difference of a few hundred (typically 100-300) via our webcast stream versus a few thousand (typically 4,000 to 6,000) via Facebook Live.
- Facebook Live provides the opportunity at a reasonable cost to broadcast on an existing platform with a huge user base, versus the CEC website which is broadcasting only to those already aware of the organization and/or who have received information about the broadcast.

**Cons:**

- Because Facebook Live is broadcast to a much wider audience, there are viewers who are unfamiliar with the CEC and our work. This therefore increases the potential for off topic/irrelevant questions.
  - Facebook Live broadcasts have a commenting function that would be too difficult and ethically questionable for us to 'moderate' by deleting unfavorable content. For example, by all appearances the EPA's Facebook account does not moderate/delete comments or questions from the public.
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